

American Indian
Quit Line Data Summary
January 1 - March 31, 2002

	<u>Amer. Indian</u>	<u>State</u>
Number of Calls to Quit Line	N = 124	N = 4,096
Percent of Statewide Calls	4.1%	100.0%
Percent of State Population¹	1.5%	100.0%
	<u>Amer. Indian %</u>	<u>State %</u>
Gender	N = 124	N = 3,737
Female	66.9%	61.7%
Male	33.1%	38.3%
Race/Ethnicity	N = 124	N = 3,032
American Indian	100.0%	4.1%
Age	N = 122	N = 3,176
Less than 18 years old	1.6%	2.3%
18 - 24 years old	13.1%	16.2%
25 - 34 years old	27.0%	23.2%
35 - 44 years old	29.5%	27.0%
45 years and older	28.7%	31.4%
Education	N = 124	N = 3,209
Did not graduate high school	28.2%	19.8%
High school graduate	33.9%	33.3%
Some college/vocational school	31.5%	36.9%
College graduate	6.5%	10.0%
Caller Type	N = 119	N = 3,483
General Information	2.5%	10.6%
Health care provider	0.8%	3.4%
Tobacco user	96.6%	86.1%
Payer Type	N = 100	N = 2,167
Insured	22.0%	40.2%
Uninsured	28.0%	25.1%
Medicaid	50.0%	34.7%
Heard About	N = 110	N = 3,110
Past caller	12.7%	12.9%
Employer/worksites	0.9%	1.4%
Health care provider	13.6%	17.0%
Television	26.4%	23.9%
Outdoor advertisement (billboard/bus/wall)	2.7%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	7.3%	6.2%
Radio	0.9%	1.1%
Newspaper/Magazine	0.9%	1.7%
Brochure/Newsletter	5.5%	5.2%
Family or friend	24.5%	21.5%
Health Department	2.7%	3.0%
School	1.8%	0.9%